

01

02

03

04

Successful Cases

(b) (6), (b) (7)(C)



HBO: A Jujitsu Move That Outmaneuvered the Competition





Hallmark: Family of Brands Exploits Commonalities and Differences to Increase Relevance



Hallmark Cards. Hallmark Channel. Hallmark Gold Crown Stores. Hallmark.com Hallmark Magazine

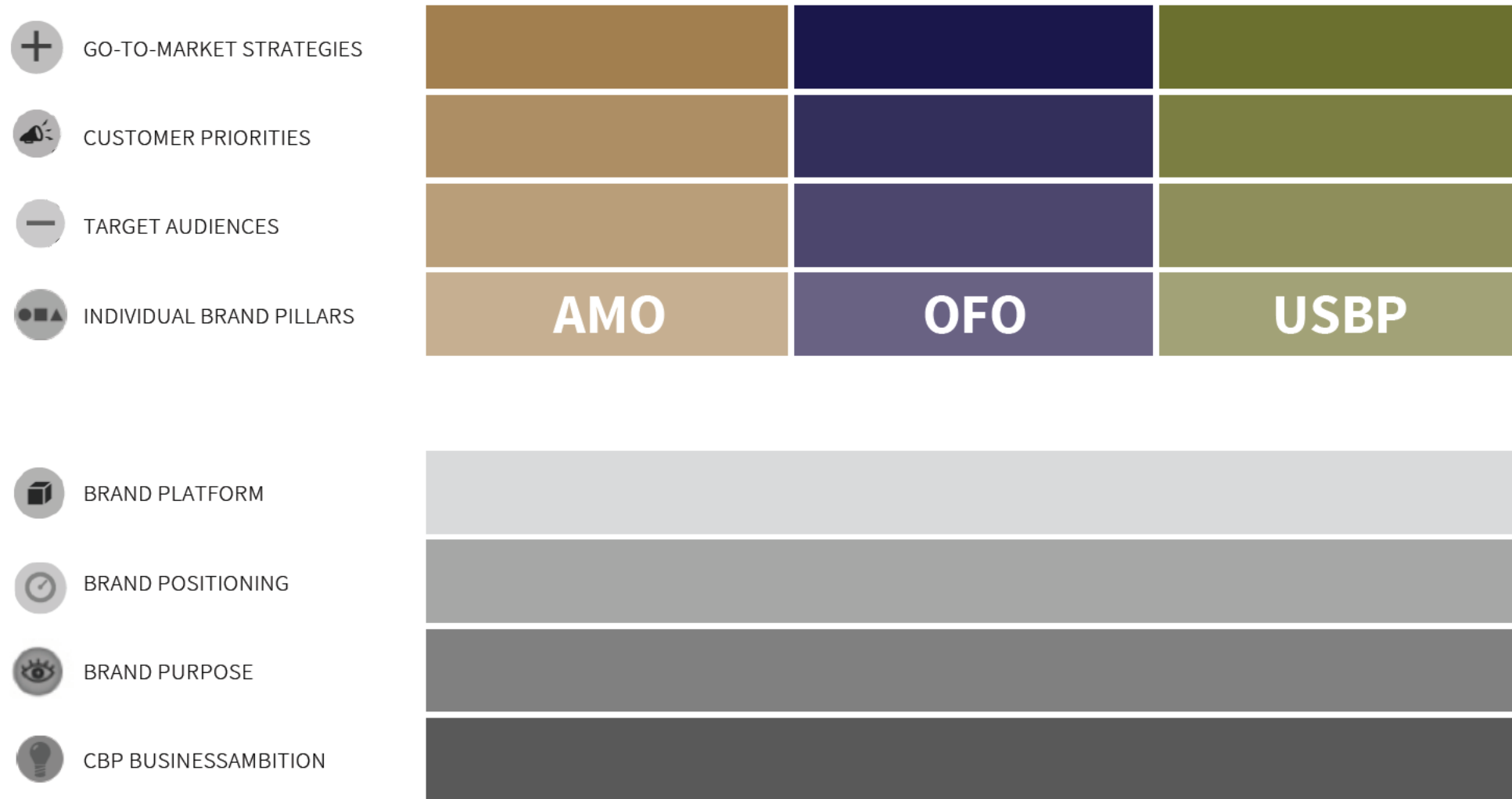
Attracting More Investment and Tourists to Great Britain



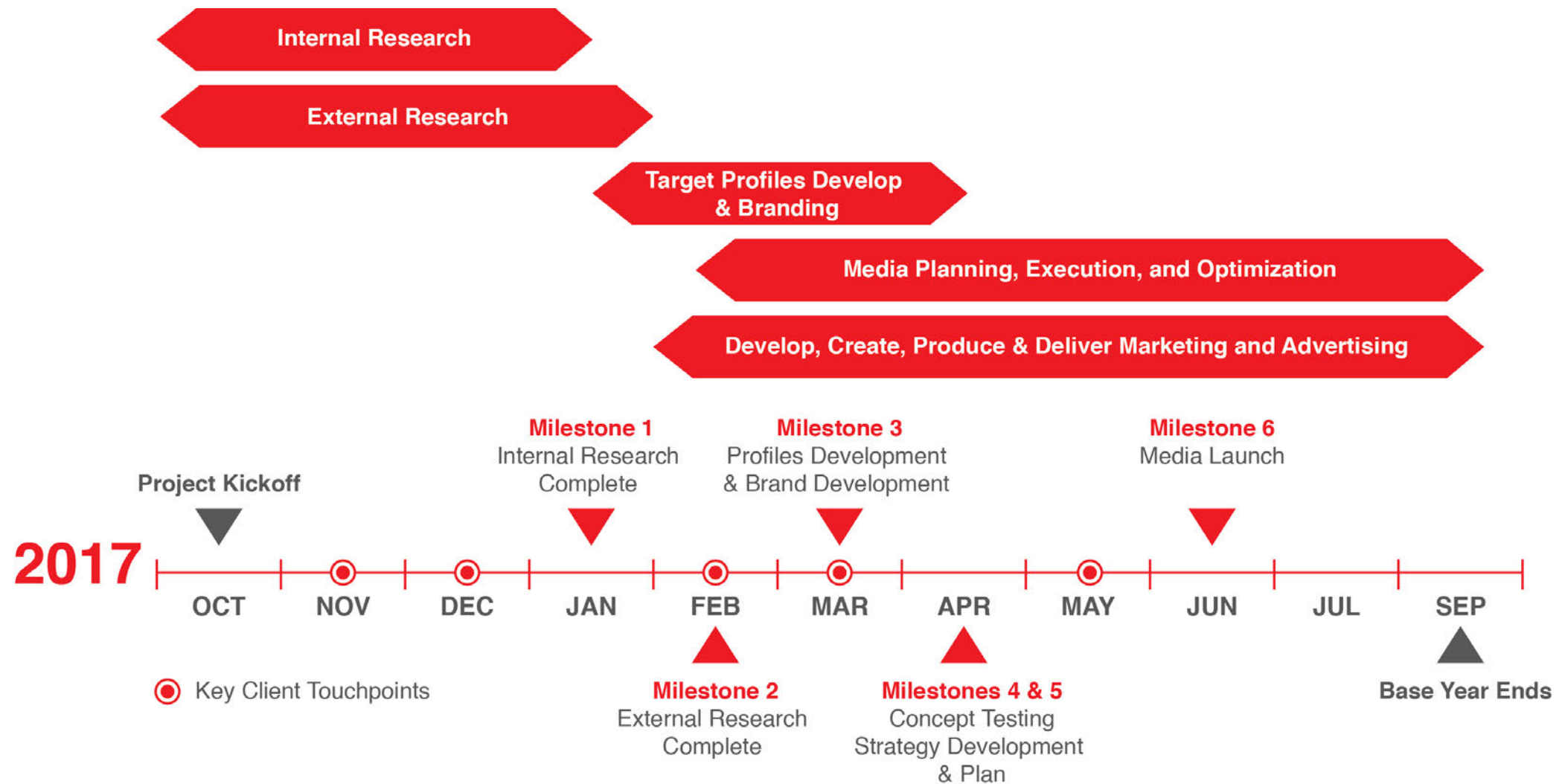
P & G



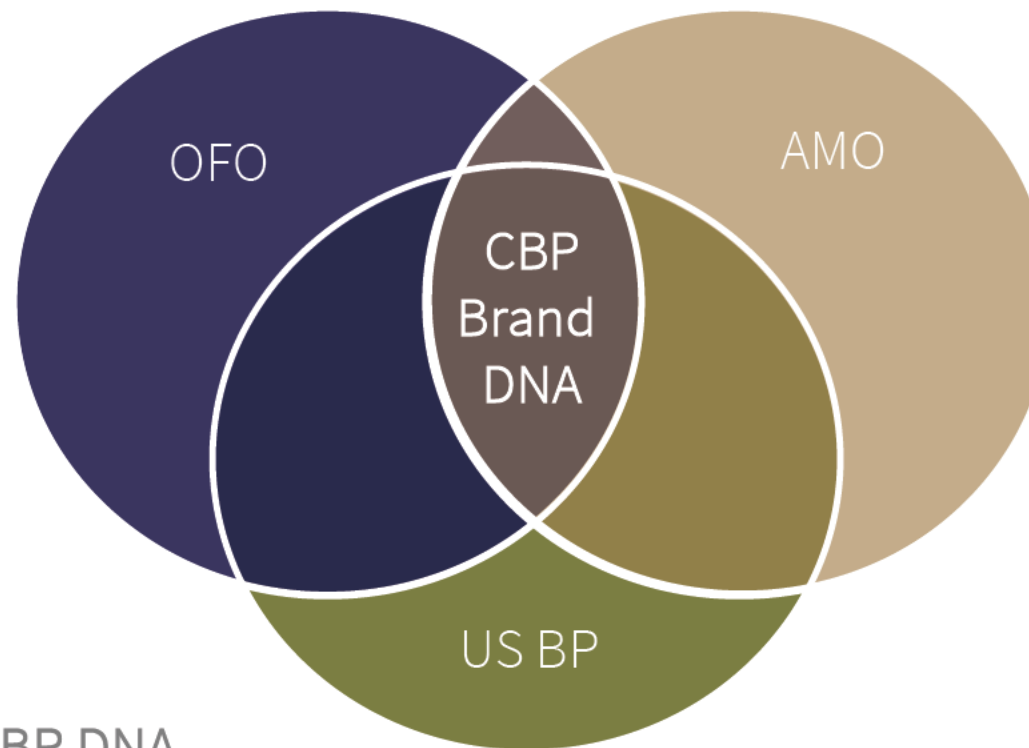
CBP Foundation Brand Acts As Launching Pad For Unit Brands



Building the CBP Foundation Together: Timeline & Milestones



Identifying Common CBP DNA at the Intersection of Its Operational Components

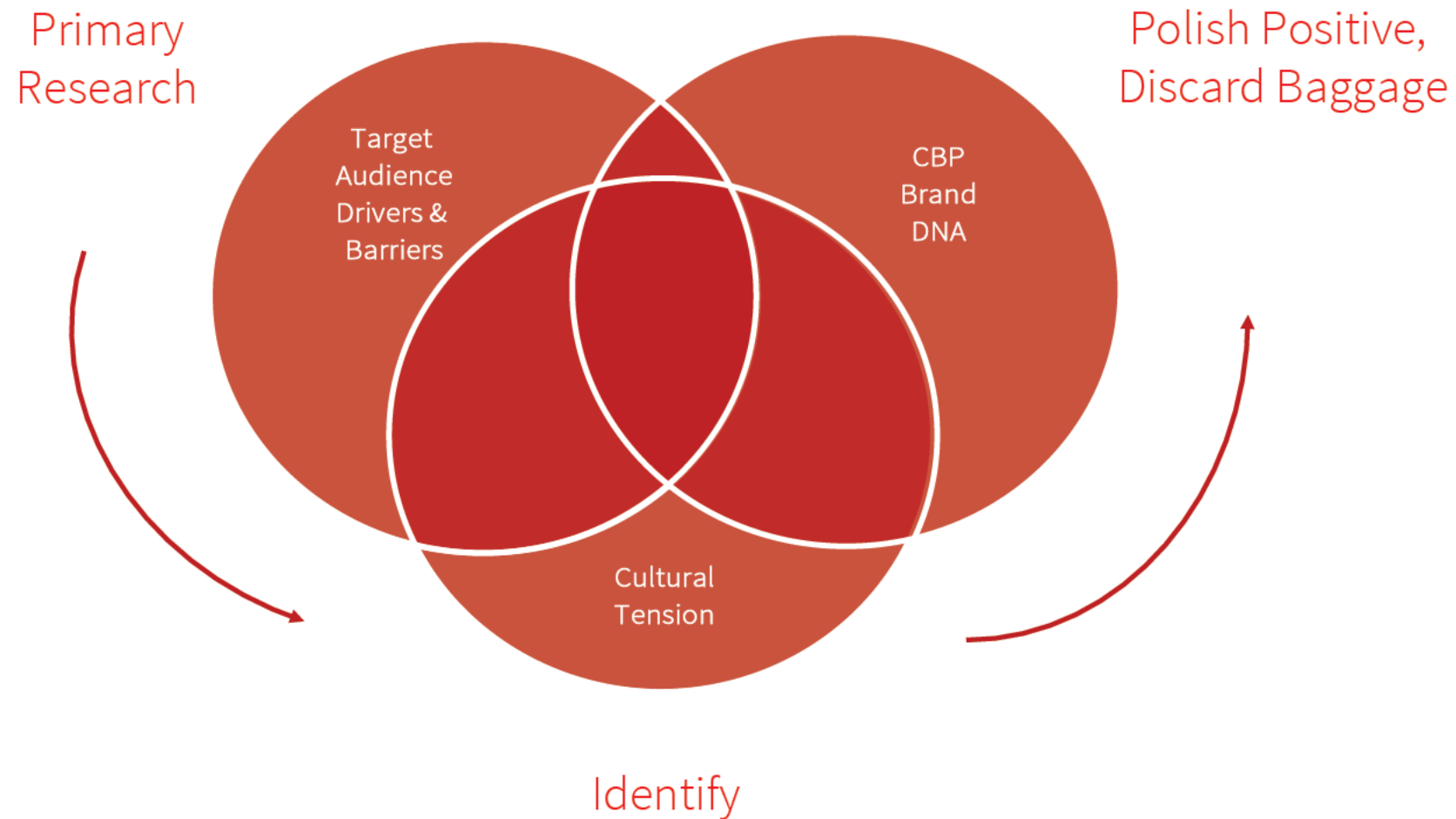


Illustrative CBP DNA

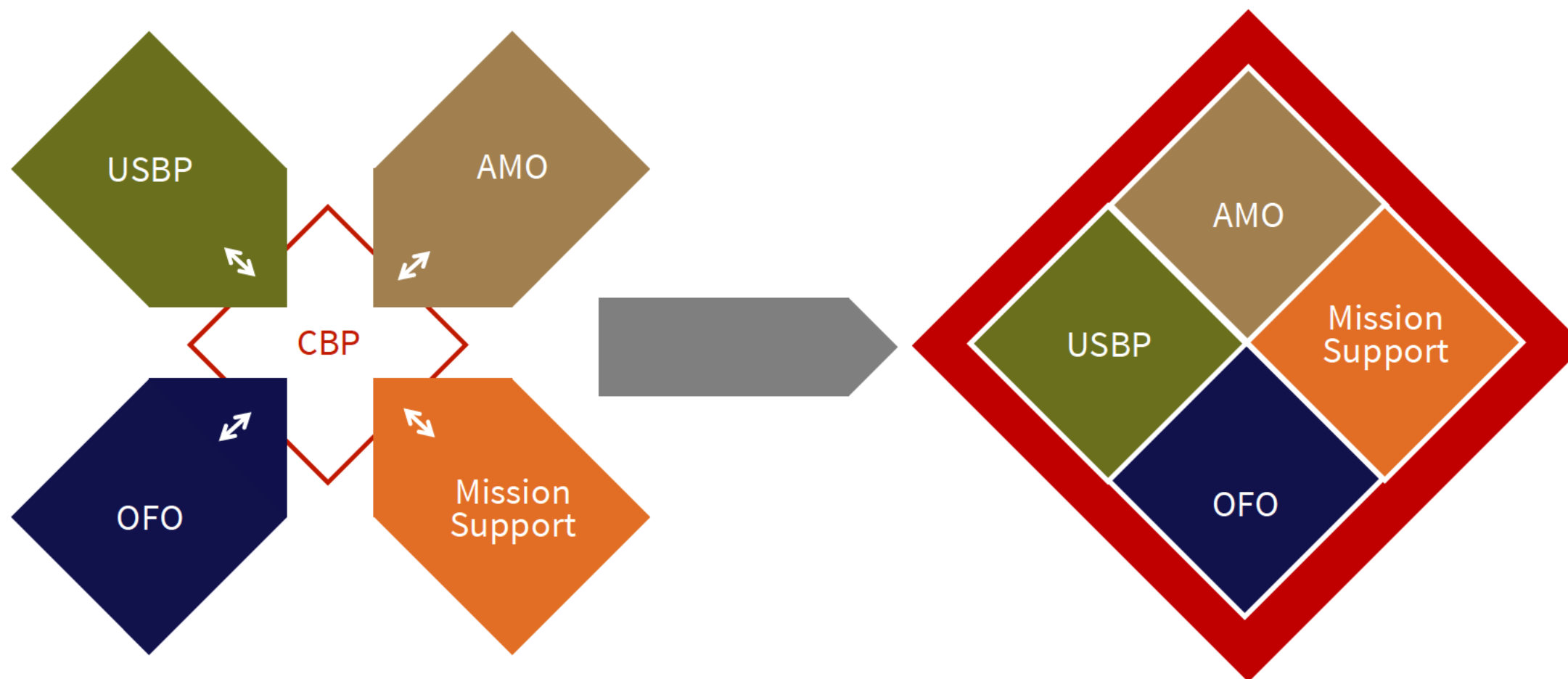
Enhancing the nation's safety, security & prosperity.

Vigilance. Courage. Integrity. Professionalism.

Leveraging Target Audience Insights & Cultural Influences to Refine the Common CBP DNA



Strong, Competitive Marketplace Presence: Whole is Greater Than Sum of Parts



Foundation CBP brand and units mutually reinforce each other

01

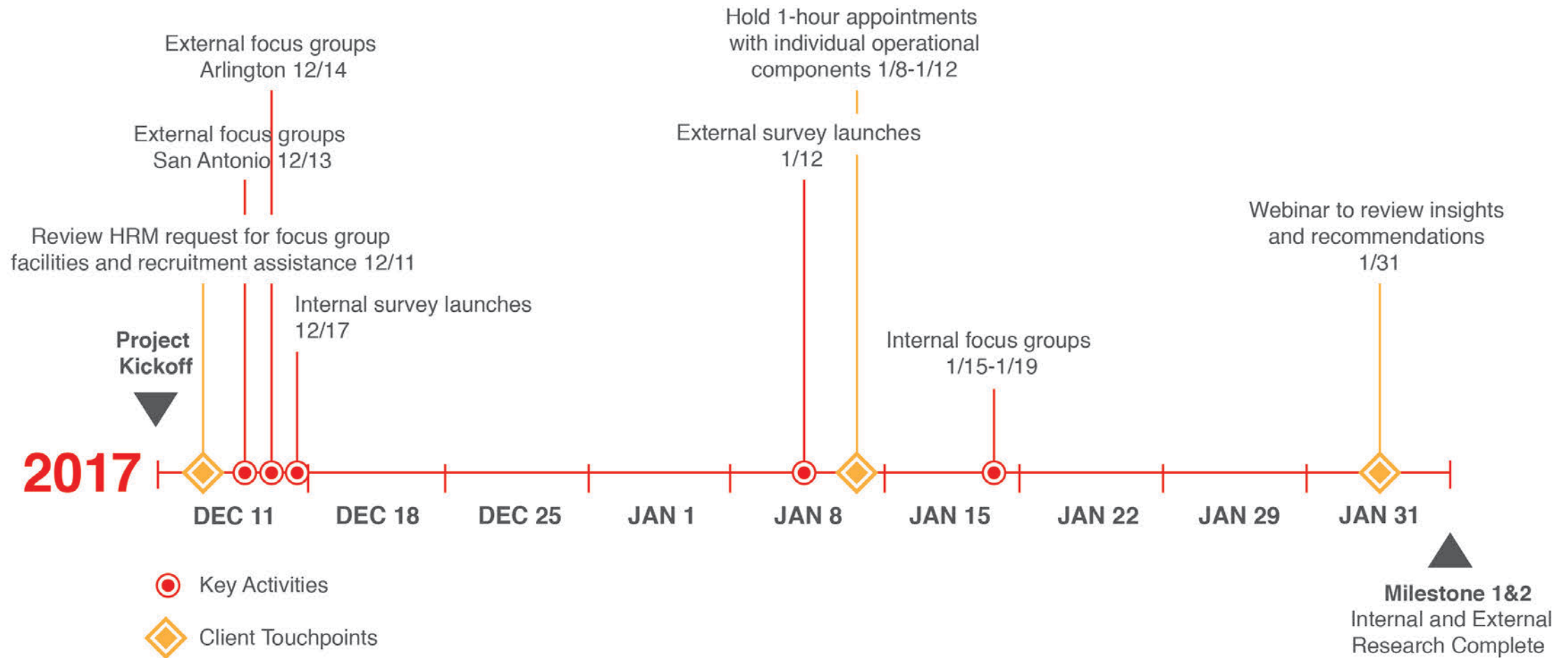
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Project Timeline and Current Status

Building the CBP Foundation Together: Timeline & Milestones



Objective 1: Internal Research

What We're Doing

Assessing internal perspectives about CBP from current employees.

How We're Doing It

Workforce Pulse Survey
Focus groups
Asset audit

Major Milestones

Asset audit complete 12/20/17
Survey launches 1/8/18
Focus groups 1/15/18-1/19/18

Your Input

January 31: participate in research findings webinar

Objective 2: External Research

What We're Doing

Assessing external perspectives about CBP as an agency and as a career choice

How We're Doing It

CBP Brand Recognition Survey
Focus groups

Major Milestones

Focus groups 12/13-12/14/17
Survey launches 1/12/18

Your Input

Week of January 8: one-on-one discussions to inform internal research findings

January 31: participate in research findings webinar

Objective 3: Target Personas and Branding

What We're Doing

Building CBP's foundation brand and creative concepts

How We're Doing It

Research insights review

Persona development

Brand development

Message and creative concepting

Message and creative testing

Key Dates

Persona and brand development
January-February 2018

Message and creative
concepting January-March 2018

Creative concepting
February-March 2018

Message and creative testing
March-April 2018

Your Input

February and March 2018: One to Two status briefs to share draft personas, status of brand development, and message and creative concepts

April-May 2018: Status brief to share insights from message and creative concept testing

(b)(6);(b)(7)(C)

Subject: Call Sheet
Location: Chief's Office

Start: Fri 12/8/2017 11:30 AM
End: Fri 12/8/2017 12:00 PM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: PROVOST, CARLA (USBP)
Required Attendees: PROVOST, CARLA (USBP); LUCK, SCOTT A (USBP)
Optional Attendees: (b)(6);(b)(7)(C)

Date of Request: 12/07/2017

Purpose of call: (Commendatory)

Employee's Name: Border Patrol Agent (BPA) (b)(6);(b)(7)(C)

Phone Number: (b)(6);(b)(7)(C)

Office Location: (b) (7)(E)

Executive Summary:

On December 6, 2017, Border Patrol Agent (BPA) (b)(6);(b)(7)(C) of the (b) (7)(E) (b)(7)(E) provided first aid to a male who was suffering from a self-inflicted gunshot wound to the leg.

On December 6, 2017, at approximately 11:30 p.m., BPA (b)(6);(b)(7)(C) was working the (b) (7)(E) area within the (b)(7)(E) area of responsibility when he was flagged down by a civilian. The civilian advised BPA (b)(6);(b)(7)(C) that he needed assistance with his son. The civilian went on to say that his son was handling a handgun when it went off. BPA (b)(6);(b)(7)(C) observed a young man with a gunshot wound to the leg. BPA (b)(6);(b)(7)(C) quickly offered first aid by placing a tourniquet to the leg. BPA (b)(6);(b)(7)(C) continued to keep the young man calm as well as his father until EMS arrived on scene and took over.

BPA (b)(6);(b)(7)(C) on-duty actions were exemplary. After review of the facts it is in my opinion that BPA (b)(6);(b)(7)(C) acted with the highest regard for human life. BPA (b)(6);(b)(7)(C) heroic actions should not go unrecognized.

Biographical information of the female is not available.

Background Details: BPA (b)(6);(b)(7)(C) has been an agent at the (b) (7)(E) since (b) (6), (b) (7)(C)

Recommended time(s) for call: Anytime

Other participants on call: N/A

Watch-Out Items: N/A

Talking Points: His wife is (b) (6), (b) (7)(C) with whom he has (b) (6), (b) (7)(C)

General Information regarding CBP Employee:

Full Name: (b)(6);(b)(7)(C)
Title: Border Patrol Agent
Grade: (b) (6), (b) (7)(C)
Work Location: (b) (7)(E)
DOB: (b)(6);(b)(7)(C)
EOD: (b)(6);(b)(7)(C)
BP Class#: (b)(6);(b)(7)(C)
Star #: (b)(6);(b)(7)(C)
Supervisor: Watch Commander (b)(6);(b)(7)(C)

Office POC to coordinate call with if necessary:

Name: (b) (6), (b) (7)(C), (b) (7)(E)
Phone: (b)(6);(b)(7)(C)
Cell Phone: (b)(6);(b)(7)(C)

Call request submitted by: (b)(6);(b)(7)(C), Assistant Chief, USBP HQ



United States Border Patrol

Possible Media Interest

(b) (7)(E) 12/07/2017

ISSUE/BRIEFING TOPIC:

- On December 7, 2017, at approximately 1:03 a.m. (CST), (b) (7)(E) management notified the (b) (7)(E) that an on-duty agent rendered first-aid to a United States Citizen (USC) who accidentally shot himself in his leg near (b) (7)(E), TX (b) (7)(E).

CURRENT SITUATION:

- (b) (6), (b) (7)(C) County EMS transported the injured subject to Laredo Medical Center (LMC) in Laredo, Texas.

BACKGROUND:

- On December 6, 2017, at approximately 11:30 p.m., an (b) (7)(E) Border Patrol Agent assigned to the (b) (7)(E) was approached by a civilian requesting assistance rendering aid to his son.
- The civilian claimed that his son accidentally shot himself in the right leg while handling a handgun.
- The agent immediately rendered aid by placing a tourniquet around the injured subject's right leg.
- (b) (6), (b) (7)(C) County Deputies arrived on scene and assisted in rendering aid.

NOTIFICATIONS:

: (b) (7)(E)
:
:

INVESTIGATIVE INFORMATION:

- SIR: (b) (7)(E)
- GPS: (b) (7)(E)

SUBJECTS (USCs) INFORMATION:

- Name: (b) (6) (Injured Subject)
- DOB: (b) (6)
- COB: USC
- Name: (b) (6) (Father)
- DOB: (b) (6)
- COB: USC

AGENT INFORMATION:

- Name: (b)(6);(b)(7)(C)
- DOB: (b)(6);(b)(7)(C)
- Class#: (b)(6);(b)(7)(C)
- EOD: (b)(6);(b)(7)(C)

//FOR OFFICIAL USE ONLY//



U.S. Customs and
Border Protection



Office Call Sheet Request

Date of Request: 12/07/2017

Purpose of call: (Commendatory)

Employee's Name: Border Patrol Agent (BPA) (b)(6);(b)(7)(C)

Phone Number: (b)(6);(b)(7)(C)

Office Location:

(b) (7)(E)

Executive Summary:

On December 6, 2017, Border Patrol Agent (BPA) (b)(6);(b)(7)(C) of the (b) (7)(E) (b) (7)(E) provided first aid to a male who was suffering from a self-inflicted gunshot wound to the leg.

On December 6, 2017, at approximately 11:30 p.m., BPA (b)(6);(b)(7)(C) was working the (b) (7)(E) area within the (b) (7)(E) area of responsibility when he was flagged down by a civilian. The civilian advised BPA (b)(6);(b)(7)(C) that he need assistance with his son. The civilian went on to say that his son was handling a handgun when it went off. BPA (b)(6);(b)(7)(C) observed a young man with a gunshot wound to the leg. BPA (b)(6);(b)(7)(C) quickly offered first aid by placing a tourniquet to the leg. BPA (b)(6);(b)(7)(C) continued to keep the young man calm as well as his father until EMS arrived on scene and took over.

BPA (b)(6);(b)(7)(C) on-duty actions were exemplary. After review of the facts it is in my opinion that BPA (b)(6);(b)(7)(C) acted with the highest regard for human life. BPA (b)(6);(b)(7)(C) heroic actions should not go unrecognized.

Biographical information of the female is not available.

Background Details: BPA (b)(6);(b)(7)(C) has been an agent at the (b) (7)(E) Station since (b) (6), (b) (7)(C).

Recommended time(s) for call: Anytime

Other participants on call: N/A

Watch-Out Items: N/A

Talking Points: His wife is (b) (6), (b) (7)(C) with whom he has (b) (6), (b) (7)(C)

Commissioner's Office Only:

Called by: _____

Date/Time called: _____



General Information regarding CBP Employee:

Full Name: (b)(6);(b)(7)(C)
Title: Border Patrol Agent
Grade: (b)(6), (b)(7)(C)
Work Location: (b)(7)(E)
DOB: (b)(6);(b)(7)(C)
EOD: (b)(6);(b)(7)(C)
BP Class#: (b)(6);(b)(7)(C)
Star #: (b)(6);(b)(7)(C)
Supervisor: Watch Commander (b)(6);(b)(7)(C)

Office POC to coordinate call with if necessary:

Name: (b)(6), (b)(7)(C), (b)(7)(E)
Phone: (b)(6);(b)(7)(C)
Cell Phone: (b)(6);(b)(7)(C)

Call request submitted by: (b)(6);(b)(7)(C), Assistant Chief, USBP HQ

Commissioner's Office Only:

Called by: _____

Date/Time called: _____

(b)(6);(b)(7)(C)

Subject: CBP AMO Brief Potential Extension on La Paz

Location: USBP (b) (7)(E)

Start: Mon 12/4/2017 1:30 PM

End: Mon 12/4/2017 2:00 PM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: PROVOST, CARLA (USBP)

Required Attendees: PROVOST, CARLA (USBP); HUFFMAN, BENJAMINE C; (b)(6);(b)(7)(C)

(b) (7)(E) MICHELINI, DENNIS J; BOYER, STEPHEN A

Optional Attendees: (b)(6);(b)(7)(C)

ALCON,

This briefing is at the request of the Chief. This is pursuant to "La PAZ", and the close of the Continued Resolution. Meeting to address suggested courses of action to take during that process. Briefing Materials will be provided at the time of the briefing.

V/R,

-ASC (b)(6);(b)(7)(C)

(b)(6);(b)(7)(C)

Subject: CBP One Mission - Leadership Cadence Call
Location: Commissioner's Conference Room (b)(7)(E)

Start: Mon 12/18/2017 4:00 PM
End: Mon 12/18/2017 5:00 PM

Recurrence: (none)

Meeting Status: Accepted

Organizer: CHAVEZ, GLORIA I

Required Attendees: (b)(6);(b)(7)(C) MANCHA, HECTOR;
(b)(6);(b)(7)(C) HIGGERSON, DAVID P; (b)(6);(b)(7)(C)
PADILLA, MANUEL JR; (b)(6);(b)(7)(C)
(b)(6);(b)(7)(C) KARISCH,
RODOLFO; SELF, JEFFREY D; (b)(6);(b)(7)(C)
(b)(6);(b)(7)(C) PROVOST, CARLA (b)(6);(b)(7)(C) LUCK, SCOTT A
(USBP); Owen, Todd C (AC OFO); WAGNER, JOHN P; SMITH, BRENDA BROCKMAN;
PEREZ, ROBERT E; KOLBE, KATHRYN; FLANAGAN, PATRICK S; (b)(6);(b)(7)(C)
(b)(6);(b)(7)(C) VITIELLO, RONALD D
(USBP); MCALEENAN, KEVIN K; FRIEL, MICHAEL J; FALK, SCOTT K (OCC); KLEIN,
MATTHEW (OPR); (b)(6);(b)(7)(C) BOYER, STEPHEN A; (b)(6);(b)(7)(C)

Good morning CBP Senior Leadership - CBP Acting Commissioner Kevin McAleenan will be joined by his CBP Senior Leadership at Headquarters and will host a one-hour video tele-conference (VTC) with all our Southwest Border - Directors of Field Operations (DFOs), Chief Patrol Agents (CPAs), and (b)(7)(E) Director today, Monday, December 18, 2017 at 5:00 PM (EST). The dialogue of this call will center around CBP's One Mission approach allowing for updates from both Headquarters and Field Leadership on CBP's collective efforts as we improve our shared consciousness of CBP's border security mission objectives.

If some of your locations are unable to connect via video conferencing, please use teleconference line below:

Participants: DFOs, CPAs, (b)(7)(E)

Time: 5:00 PM (EST) – 6:00 PM (EST)

Dial in: (b)(7)(E)

PIN# (b)(7)(E)

Please see the attached agenda. If you have any questions, don't hesitate to contact me.

GC
Gloria I. Chavez

Commander

Migration Action Crisis Team (MCAT)

(b)(6);(b)(7)(C)

|

CBP Leadership Conference Call
Commissioner's Conference Room
Monday, December 18, 2017
5:00 PM – 6:00 PM (EST)
Dial in Info: (b) (7)(E)
PIN#: (b) (7)(E)

I. Opening remarks / Welcome and Introductions.

(b) (7)(E), (b) (5)

VI. Open Discussion with Field Leadership

(b) (5), (b) (7)(E)

VII. Closing Remarks

(b)(6);(b)(7)(C)

Subject: Commissioner's Awards reception

Start: Thu 12/7/2017 1:00 PM

End: Thu 12/7/2017 1:30 PM

Recurrence: (none)

Organizer: PROVOST, CARLA (USBP)

(b)(6);(b)(7)(C)

Subject: Correspondence Review

Location: Chief's Office

Start: Mon 12/4/2017 2:00 PM

End: Mon 12/4/2017 3:00 PM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: PROVOST, CARLA (USBP)

Required Attendees: PROVOST, CARLA (USBP); (b)(6);(b)(7)(C)

(b)(6);(b)(7)(C)

Subject: Departing Office

Start: Mon 12/4/2017 3:30 PM

End: Mon 12/4/2017 4:30 PM

Recurrence: (none)

Organizer: PROVOST, CARLA (USBP)

Categories: Red Category

(b)(6);(b)(7)(C)

Subject: Departing Office

Start: Mon 12/11/2017 3:00 PM
End: Mon 12/11/2017 4:00 PM

Recurrence: (none)

Organizer: PROVOST, CARLA (USBP)

Categories: Red Category

Importance: High

(b)(6);(b)(7)(C)

Subject: Employee Engagement Council, Q4 Meeting
Location: Commissioner's Large Conference Room

Start: Thu 12/21/2017 2:00 PM
End: Thu 12/21/2017 3:00 PM
Show Time As: Tentative

Recurrence: (none)

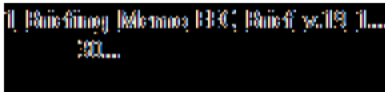
Meeting Status: Not yet responded

Organizer: CBP COMMISSIONER SCHEDULER

Required Attendees: JACKSTA, LINDA L (AC HRM); DCC10A-RMB-COMMISSIONER-CN-RM; OC BRIEFING STAFF; (b)(6);(b)(7)(C) VITIELLO, RONALD D (USBP); PROVOST, CARLA (USBP); SMITH, BRENDA BROCKMAN; YOUNG, EDWARD E; PEREZ, ROBERT E; LEY, JENNIFER E.; KOLBE, KATHRYN; (b)(6);(b)(7)(C) HALL, CHRISTOPHER J; FALK, SCOTT K (OCC); KLEIN, MATTHEW (OPR); (b)(6);(b)(7)(C) WHITTENBURG, CYNTHIA F; CALVO, KARL H.; BORKOWSKI, MARK S; LANDFRIED, PHIL A; LADOWICZ, JOHN P; FRIEL, MICHAEL J; (b)(6);(b)(7)(C) Owen, Todd C (AC OFO); (b)(6);(b)(7)(C) SAUNDERS, IAN C.; BOYER, STEPHEN A; HUBBARD, RITA N; DAVIS, DIANA L

(b)(6);(b)(7)(C)

Optional Attendees: (b)(6);(b)(7)(C) PITOTTI, STEPHEN J



DO NOT forward this meeting invite.

You must accept or decline this invite. If your principal cannot attend please email (b)(6);(b)(7)(C) and provide a reason as well as a surrogate request.

The CBP Employee Engagement Council (EEC) will meet on October 30, 2017. During this meeting, the Federal Employee Viewpoint Survey (FEVS) results will be discussed and the Employee Engagement Center of Excellence (EECoE) will present dashboards that focus on challenge areas and other data that drives employee engagement at CBP.

Attendees:

C1
C2
Chief Carla Provost (USBP)
EAC Todd Owen (OFO)
DEAC Whittenburg on behalf of EAC Brenda Smith (OT)
DEAC Boyer on behalf of EAC Edward Young (AMO)
EAC Robert Perez (Ops Support)
Assistant Commissioner Jennifer Ley (OI)

EAC Kathryn Kolbe

AC Borkowski

(b)(6);(b)(7)(C) on behalf of AC Calvo

AC (b)(6);(b)(7)(C)

AC Jacksta

AC Landfried

AC Christopher Hall (OTD)

CC Scott Falk (OCC)

AC Matthew Klein

AC Ladowicz

AC Friel

AC Saunders

BM: Yes

Lead Office: HRM/ES

OC POC: (b)(6);(b)(7)(C)



Employee Engagement Council

Customs and Border Protection

Employee Engagement Center of Excellence

December 21, 2017



U.S. Customs and
Border Protection

Office of Human Resources Management